



Minutes City Council's Tourism & Amateur Sports Committee April 11, 2007

Minutes of the City Council's Tourism and Amateur Sports Committee held on Wednesday, April 11, 2007, 3:00 p.m., in the 3rd Floor Conference Room, Tempe City Hall, 31 E. 5th Street, Tempe, Arizona.

Committee Members Present:

Councilmember Mark Mitchell, Chair
Councilmember Ben Arredondo

City Staff Present:

Travis Dray, Deputy Mgr, Recreation
Shelley Hearn, Community Rel Mgr
Mark Richwine, Parks & Rec Mgr
Nancy Ryan, Rio Salado Mgr
Chris Salomone, Community Dev Mgr

Guests Present:

Kate Hastings, DTC VP/Marketing
Chris Loftin, Sports Mktg Mgr, TCVB
Stephanie Nowack, Tempe Convention & Visitors Bureau
Virgil Renzouli, ASU

Councilmember Mitchell called the meeting to order at 3:00 p.m.

Agenda Item 1 – Public Appearances

None.

Agenda Item 2 – Middle School Basketball Tournament Update 0701-01

Travis Dray summarized that over the last three months, Tempe hosted Boys and Girls Middle School Basketball Tournaments with 19 middle schools represented. The event had 800 participants and used Kiwanis Recreation Center, Escalante, Tempe High and Kyrene gyms, with school gym space donated. The total cost for the tournaments was \$17K, offset through a sponsorship with the Tempe Diablos, for a total cost to the City of \$5K from the Parks and Recreation budget. This includes T-shirts, awards, trophies, banners, and is a great showcase of our youth and our school partnerships.

He continued that a study of 100,000 households conducted by the National Sporting Goods Association revealed that basketball shoes are a \$227M business. These types of activities are

not only good for the City and for youth, but have an economic impact, as well. The Texas legislature is considering passing a sales tax that would require all sporting goods sales tax to be invested back into state and local parks. That is estimated to include about \$100M of revenue.

Councilmember Mitchell asked if it would warrant the special events committee to help get this cost down even further with another sponsorship.

Mark Richwine responded that the City has never asked for another sponsorship.

Councilmember Arredondo agreed it was a good event, but he believed Buddy Davis is responsible for getting another sponsor. If he wants the City to continue, then he needs to show the City goodwill, and the City would continue their sponsorship as long as he does that.

Stephanie Nowack suggested approaching the Tempe Sports Authority for an additional sponsorship.

Councilmember Arredondo clarified that the request would need to be from Buddy Davis, not from this committee.

Virgil Renzouli suggested inviting Stephen Ponder of the Sun Angels to future meetings.

Ms. Nowack suggested having the ASU girls' basketball team attend the event and sign a basketball.

Agenda Item 5 – Sports Facility RFP *April 11, 2007*

Nancy Ryan distributed handouts summarizing the components of a proposed Sports Fields RFP for discussion, as well as an article about a soccer complex in Scottsdale. Scottsdale has recently open the CAP Basin Sports Complex which is a \$12.6M, 71-acre facility with 4 international-sized fields with lights, 2 international sized fields without lights, 4 standardized fields without lights, as well as other amenities.

Ms. Ryan summarized the components potentially used for describing the scope of the RFP:

- Public-Private Partnership
 - amateur sports facilities to attract local, regional and national tournaments
 - 52 acres
 - initial construction complete in calendar year 2009
 - quality private operation/management (turn-key)
- Facilities
 - indoor/outdoor combination
 - multi-use recreation fields
 - parking provided on site and/or opportunities for shared parking
 - opportunity for ancillary uses with flexibility
 - outdoor lighting
 - site drainage and water rights addressed
 - high quality design and construction
- Private vs. Public commitments.
 - proponent to identify role/commitments requested by City

- commitments may include Sweetheart Lease, minimal sale price, financial guarantees
- Market Rate Lease or sale
- assist environmental remediation through Brownfield Grant
- any sale subject to reversion if use is changed
- City Benefits
 - city programs have preference in scheduling after tournaments
 - reduced fees to program participants of limited income
 - city share of revenue if successful
- Other Lease of Land
 - establish lease of term acceptable to secure private financing
 - payment DOE and financial analysis
 - allow for subleasing of land to others
 - land may be subdivided for multiple sports developments
 - phased development consistent with a master plan for development.
- Other Options re: Disposition of land
 - land sale for buildings, keep fields in lease
 - city retains land, private build to suit with operator contract

Ms. Nowack stated that the TCVB will work with the City to sell this. She had the following suggestions for the RFP respondents to address:

- show demonstrated track record of operating a facility of this type
- specific examples of types of tournaments they have run
- examples of contacts/relationships with sports organizations and/or sports right holders who not only have the ability to bring tournaments but also in bringing their regional headquarters to this site

She also suggested that the City clearly spell out limitations of the contract and consider adding a sports medical clinic, fitness facility, and small hotel to ancillary uses. She also suggested specifying, as a part of the multi-use recreational fields component, a minimum of 4 regulation baseball fields.

Mr. Dray added that high school facilities are not open.

Councilmember Arredondo stated that staff needs to approach Council for support.

Councilmember Mitchell stated that he would like to work with the schools that have grass fields.

Ms. Ryan agreed with Ms. Nowack's suggestions regarding the operation of the facility and they are similar to the last RFP. The contract parameters were also agreeable. She asked about the suggestion for a small hotel as an ancillary use.

Ms. Nowack responded that, based on groups who were interested in a facility, there seems to have always been an interest on the part of the respondent in having a hotel component along with the facility, but she wouldn't suggest spelling it out.

Councilmember Mitchell felt that there might be an opportunity for a land swap option for a hotel nearby (Priest Yard).

DIRECTION: Staff to take this to the Parks Board and Rio Salado Commission and take a draft of the RFP to an E-Session on May 3rd. By bringing it to an E-Session on May 3rd, it could be issued on May 4th or May 6th.

Agenda Item 3 – Super Bowl Update *April 11 - 1 No Motion 2*

Shelley Hearn summarized that the Super Bowl Host Committee recently lost their chairperson. The two issues are still the use of the Arts Center for an event for the host committee rather than the NFL Commissioners party. They are also looking at the use of Tempe Beach Park for a free, open-to-the-public concert event for 50,000 people, possibly including fireworks.

Ms. Hearn continued that there is pressure for the City to sign the resolution. Glendale, Phoenix, Scottsdale, Avondale, Gilbert, Litchfield Park, Peoria, Tolleson, Wickenburg, and State of Arizona have signed. Only Tempe and Maricopa County have not signed. This is for both the 2008 and the 2011 Super Bowls. The basis of the resolution is that we agree to provide government services without limitation, public safety, security, fire, medical, emergency traffic, decorative displays (banners), public works, street maintenance, supplies, reasonably necessary within sound judgment to assure success of the Super Bowl and related official events within our jurisdiction. This is at no cost, expense or liability to the NFL or the two participating teams. One issue is the City of Glendale would have to sign this, just as we did when we hosted the game. They want our lake, and we need direction. They would like the resolution signed by May 5th.

Travis Dray added that they want the Arts Center, the Lake, and the adjacent property. He met with representatives and they had large visions.

Ms. Nowack added that there was an article in yesterday's newspaper that the 2011 bid is on hold because there are other priority issues for the NFL.

Ms. Hearn asked for direction on the resolution.

Councilmember Arredondo suggested taking the resolution to Council's Executive Session. The City has given them \$75K, and the TCVB gave \$120K for 2008. If there isn't anything in Tempe for the 2008 Super Bowl that's good for Tempe, for the downtown, or for the kids, then that's the last donation. We won't be part of the 2011 until we see what the 2008 Super Bowl is like. He asked if the Cardinals are thinking of putting up an inflatable dome over their practice facility.

Ms. Hearn responded the Cardinals have requested it.

Councilmember Arredondo suggested putting the inflatable dome issue on the agenda for the next meeting. Would it require a City permit?

Chris Salomone responded he would check on permit policy.

Ms. Hearn added that the request for police services would likely mean police escorts to and from the practice facility.

Ms. Nowack added that in a prior meeting it was her understanding that the NFL was going to pay for the venue to host the NFL Commissioners Party and that they were not expecting to get it for free.

Ms. Hearn added that we would also have to agree not to authorize any sponsorships by the City of Tempe during the two weeks prior and following the event.

DIRECTION: Staff was directed to take the resolution to Council's Executive Session.

Agenda Item 4 – Spring Training Update

Travis Dray summarized that there were 104,191 paid attendees at Spring Training. It was the best Spring Training at Diablo Stadium. The Kids' Clinic kicked it off and the momentum continued. The Diablos estimate revenues to be just over \$400K. There was one rain-out, with an average of 7,000 attendees per game. We were fourth in the Cactus League. The momentum of the relationship with the Angels is great.

Councilmember Mitchell congratulated staff.

Chris Lofton added that the last game had the concert and it was great. Mohammed Ali was also at the last game.

Mark Richwine stated that the Cactus League does an economic impact study every few years. The study should be completed by the end of April or early in May and he will report back to the committee.

Councilmember Arredondo asked if 9,000 is a sellout.

Mr. Dray responded that it is. The ticket sales system had to be expanded to allow more people through the gates.

Ms. Hearn added that a letter will be sent out over Councilmember Mitchell's and Councilmember Arredondo's signatures to thank Artie Moreno.

Agenda Item 6 – Sun Devil Stadium Renovation

This item was continued to a later meeting.

Agenda Item 7 – TCVB Conversion Study Update

Stephanie Nowack summarized that the Conversion Study is done every few years to evaluate their programs. This study provides information on the visitors that comes to Tempe.

- Response rate of 25%.
- TCVB travel information packet was rated as the single most influential information source, along with the advertising and news articles.
- Most visitors (86%) are here for leisure.
- Visiting friends and family is the #1 attraction, with climate the second most important attraction. Shopping is the #3 important attraction.
- Most popular months to visit are March, April, August and October.
- On average, people stay 3.5 nights
- Spending has had a significant increase over prior studies to \$1305.
- Of those who contacted the TCVB for information, over 68% actually came.

- Spending for entertainment and sports has nearly doubled.

There was also a great article in the newspaper last week featuring the Fiesta Inn groundbreaking, and also a headline that noted Tempe is becoming a shopping destination.

Mark Richwine asked Ms. Nowack to provide a chart that combines the important destinations with spending amounts.

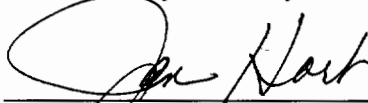
Agenda Item 8 – Future Agenda Items

- Cactus League
- 50th Anniversary of ASU Open House ideas
- TCVB - events impact
- What kind of award the City can give to Michael Crow
- ASU Homecoming - donations

Virgil Renzouli added that there was an Associated Press story that basically said if ASU were a country, it would be China—cranes, new programs, buildings, new faculty, etc.

Meeting adjourned at 3:50 p.m.

Prepared by: Connie Krosschell
Reviewed by: Shelley Hearn



Jan Hort
City Clerk